

November 2011

# Request for Proposals (RFP)

## Parent Resource Centers

Version 01

Submitted by: Office of Family and Public Engagement

## OVERVIEW

The District of Columbia Public School (DCPS) Parent Resource Center (PRC) was created to provide learning opportunities for parents, provide workshops, and training, and provide access to DCPS and community resources. By creating these opportunities, it is our belief that we will support an environment that will allow parents, guardians, and families to further support their child's ability to succeed in school.

This application is meant to present your capacity to partner with DCPS to provide resources, services, and opportunities to DCPS parents, guardians, and families in one to three of the DCPS PRCs.

Subject to availability of funding, DCPS plans to offer you the following benefits:

1. Access to facilities in the highest need areas for parents, guardians, and families in both the District of Columbia and DCPS;
2. Office space
3. Use of center equipment including computers and supplies;
4. Security during operating hours;
5. Custodial services;
6. Coordinated access to DCPS both at the site and central office level; and
7. Increased visibility through DCPS communications networks.

**No direct funding from DCPS will be provided to approve applicants. Therefore, all applicants must have the resources to cover delivery of services and associated costs.**

If selected, you will be expected to begin services in January 2012 and extend through August 2012. Following August 2012, there will be an option by DCPS to renew the partnership for the 2012-2013 school year if the partner organization effectively meets the intended outcomes reflected in this RFP.

## DCPS Philosophy

DCPS deeply values the important role that parents and the community play in the success of our schools. One of Chancellor Henderson's highest priorities is to ensure that we become more effective at engaging our families as partners in schools.

We believe parents and communities are key stakeholders in improving student achievement, ensuring school success and making our school district the best urban school district in the country.

We are seeking organizations to partner with who share these same values and goals and can provide a variety of high quality resources, services, and opportunities to parents, guardians, and families in two focus areas:

**SUPPORTING STUDENTS by directly helping families to support their child's achievement. This can be accomplished by:**

- Providing families with the skills and training to better partner in their child's learning
- Training parent leaders on effective strategies for engaging more parents.

**SUPPORTING SCHOOLS by working with parents and the community to achieve success for their child. This can be accomplished by:**

- Assisting schools in creating and implementing high-impact family engagement strategies that drive student achievement and school improvement.
- Supporting schools effectively by leveraging community partnerships to enhance students learning and experiences.
- Supporting and developing parent leaders in schools to effectively contribute to school success

To learn more about this work and our philosophy, visit [Engaging Families and the Community](#).

### Intent to Apply

Please indicate your intent to apply by emailing [ofpe.info@dc.gov](mailto:ofpe.info@dc.gov). Write “PRC RFP Intent to Apply” in the subject line and include the following information:

- Name of organization
- PRC center(s) interested in partnering with
- Role interested in playing in the PRC (provide a specific service or coordinate all services within PRC)

You must indicate your intent to apply **no later than November 21, 2011** at the above email address.

## Request for Proposals

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DCPS announces the availability of a partnership opportunity with the Office of Family and Public Engagement (OFPE) and our Parent Resource Centers and invites qualified applicants to submit proposals to provide and/or coordinate high quality resources, services, and opportunities for DCPS parents, guardians, and families. Specifically, DCPS seeks to support a delivery of resources, services, and opportunities in a way that promote parents, guardians, and families as teachers, advocates, leaders, and learners in their child's education.

Selected organizations will be expected to develop and/or coordinate resources, services, and opportunities that will best suit the dynamics of the families and communities in the ward of the PRC they will work and that addresses one or more of the components described below. Specifically, selected organizations are expected to work with other organizations to provide programming/services to fulfill at least 3 of the components listed below. The selected organization should be able to speak to evidence that this approach has worked with the same or similar populations and is evidence-based in design. (e.g. bases program on up-to-date research and theory, tailors programs to specific target audiences, or conducts evaluations.)

DCPS seeks high quality resources, services, and opportunities for parents that help improve outcomes for children. The partner organization should describe how they are prepared to offer programming that provides a minimum of one or all of the following:

- **CHILD DEVELOPMENT EDUCATION**  
Parents are able to better understand child growth and development at the different stages in a way that supports their ability to better respond to their varying needs with effective parenting skills
- **AT-HOME LEARNING**  
Parents receive supports and classes on how to improve their child's learning.
- **ADVOCACY TRAINING**  
Parents increase their capacity to advocate for their child and understand how to support this learning inside and outside of the school building
- **PARENT LEADERSHIP**  
Parents develop skills that empower them to take on leadership roles in their local schools and community
- **PERSONAL/LIFE DEVELOPMENT**  
Parents are able to build upon their own skills for personal and professional growth
- **OTHER FAMILY SUPPORT SERVICES**  
Parents will be supported with a variety of other family support services specific to the host organization goals and mission and that address a critical need in the community (e.g. English classes for ESL parents, special education advocacy, parent trainings)

Additionally, the partner organization will ensure their strategy includes:

- An intentional partnership with teachers and school leaders as a part of the philosophy, strategy, and proposed services to be offered in the PRC

- Engaging parents consistently in feedback sessions that inform PRC operations and best practices

## Expected Outcomes

In an effort to maintain PRCs that create welcoming environments for all parents, empower parents to be engaged in a way that they feel comfortable working in partnership with each other and the schools, and ensuring an environment that supports parent engagement in a meaningful way, we have established the following outcomes the partner organization should address in the proposal and be prepared to report on:

- Parents are more confident in discussing school and schoolwork with their children and engage more frequently with teachers around this
- Parents are more confident in their ability to support their child's college and career planning and utilize resources provided in the PRC and throughout DCPS to do this
- Parents are more knowledgeable and confident about health, nutrition, and other topics associated with healthy child development
- The numbers of volunteers working with the PRC and parents in school buildings is increased.
- Parents who do not speak English as a primary language feel as if the environment in the PRC are welcoming environments
- The number of parents that use the PRC and services associated with it increases
- Improve behavior and performance of children at school of parents, guardians, and families who utilize the PRC
- The frequency of teacher/parent communication increases
- The level of comfort parents have with serving in leadership roles in their school and/or community increases

## Reporting/Monitoring Requirements and Expectations

If awarded, reporting and monitoring requirements for partner organizations will include, but not be limited to:

- Metrics for assessing and measuring success, as defined by the partner organization and DCPS
- Monthly participation reports indicating parent use of the PRC and its services
- Quarterly program reports that address meeting expected outcomes outlined in this RFP
- Participate in scheduled performance observations and reviews

## Timeline

Requests must be submitted to the Office of Family and Public Engagement **by 5:00PM on December 9, 2011. All proposals must be submitted electronically to [ofpe.info@dc.gov](mailto:ofpe.info@dc.gov).**

The review process will be completed by and **announced by December 21, 2011.**

November 4-14	RFP posted on line for public comment
November 7-8	Public meetings on the RFP process
November 16	Final RFP released; RFP applications accepted
Mid -December	Applications vetted by Curriculum Review Committee
December 21	Selected Providers Announced
January 2012	Workshops and Services commence

### Review Process and Criteria

The Curriculum Review Committee is comprised of no more than 14 total DCPS staff, parents, and community members who will review each and make recommendations to the Office of Family and Public Engagement about successful applicants. Committee members will consider the number of staffing hours, the quality and breadth of programs and services, the ability to coordinate with other community based organizations, site management experience and the alignment between the applicant's and DCPS' mission and goals.

To see the RFP review rubric, visit <http://dcps.dc.gov/DCPS/PRC>.

### Disclaimer

DCPS reserves the right to deny approval of or remove an organization whose programming does not align with the mission, vision or operating principles of the school district.

If material changes (e.g., capacity, funding, scope of the program) to the information provided in this application during the review period and/or after a proposal has been selected it is your duty to report this to DCPS and submit an addendum to the application that states your new circumstances and how they will impact your programming.

### Eligibility Requirements

- Must have 501(c)(3) tax-exempt status, been incorporated to operate in the District of Columbia, and providing direct services since no later than December 2009.
- Organization's primary vision and program focus must be serving children, youth and/or families within the District of Columbia.
- Organization must be in good financial standing with the DC Office of Tax and Revenue and the Internal Revenue Service, as well as follow all appropriate charitable financial reporting standards.
- Must provide proof of Certificate of Insurance.
- Background checks as required by DCPS.
- Organization seeking to operate in a DCPS facility must be approved by DCPS through the vetting process described on the DCPS website.

## Proposal Application

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### COVER SHEET

- Complete this cover sheet with your application.
- There are five parts to this application. Please be sure to complete all five sections prior to submission. If the application is submitted with missing components, the application may not be reviewed.

Organization:	
Organization Federal Tax-Exempt Number:	
Address:	
Contact Person:	
Title of Contact Person:	
Telephone:	
Fax:	
E-mail:	
Proposed program site:	<input type="checkbox"/> Ward 1 <input type="checkbox"/> Ward 7 <input type="checkbox"/> Ward 8
Proposed Services (brief description) :	
Date	
Signature:	

## Section 1: General Information

**Provider/Organization Name** \_\_\_\_\_

### Contact Information

Contact Person and Title \_\_\_\_\_

Address \_\_\_\_\_

Telephone number \_\_\_\_\_

Email \_\_\_\_\_

Organization website \_\_\_\_\_

### Funding

What is your operating budget for current, prior and next (if available) fiscal year. Please define the fiscal year. \_\_\_\_\_

Does your funding require you to work with DCPS? \_\_\_\_\_

Are you a not-for-profit? \_\_\_\_\_

*Note: Please attach a line item breakdown of your budget as an appendix. This information is required to determine the financial capacity of your organization to do the work proposed in this RFP.*

### Sector

- ☐ Business    ☐ Higher Education Institution    ☐ Community-Based Organization  
☐ Government Agency    ☐ Arts/Humanities    ☐ Foundation/Philanthropic  
☐ DCPS Employee/Contract    ☐ Other: \_\_\_\_\_

### Populations Served

Which wards can your organization serve? \_\_\_\_\_

How many individuals are you currently serving? \_\_\_\_\_

Do you have experience working with diverse ethnic, racial, linguistic, and [needs] populations?

Please explain. \_\_\_\_\_

### Onsite/Offsite Services

Do you provide services (check one of the following)

- ☐ Onsite (your program regularly operates on a DCPS campus)  
Please list: \_\_\_\_\_
- ☐ Offsite (your program regularly operates at a facility that is not a DCPS campus)  
Please list: \_\_\_\_\_
- ☐ Both  
Please list: \_\_\_\_\_



## Section II: Administrative and Site Management

### Hours of Service

When can you provide workshops/services? (check all that apply)

- ☐ Morning (8:45a.m.-Noon)
- ☐ Afternoon (Noon-5p.m.)
- ☐ Evening (5-8p.m.)
- ☐ Weekends

How many staff hours can your organization provide per week? \_\_\_\_\_ \*\*

\*\*Note: Overstating the number of staff hours your organization has the financial capacity to serve may negatively impact your ability to operate a center in the future.

Do you currently operate an office space or center? \_\_\_\_\_

Do you have experience with site management? Please explain. \_\_\_\_\_

You will be required to provide space and oversight for other community organizations or members who qualify to provide programming or services. Do you have experience vetting and working with other CBOs? Please explain. \_\_\_\_\_

Does your Certificate of Insurance include coverage for facilities, equipment, furniture and transportation? If not, can you afford to have the Certificate amended? \_\_\_\_\_

### Section III: Workshops and Services

*Please use the template below to provide information about the workshops and/or services your organization is able to provide. There is no maximum number of workshops or services you can submit. Your description should include one or more of the goals and expected outcomes described in the DCPS Philosophy on pages 2-4 of the RFP.*

**Session/Service Title:** \_\_\_\_\_

**Target Audience** (check all that apply):

☐ Parents/Caregivers

☐ School Staff

☐ Other: \_\_\_\_\_

#### Session Information

\_\_\_\_\_ Single Session or \_\_\_\_\_ Series (please list number of sessions)

Length of session(s): \_\_\_\_\_

Maximum number of participants \_\_\_\_\_

Session Description:

Session Goals:

Expected Outcomes:

Evaluation tool:

Sample of course materials:

#### Section IV: Organizational Capacity

How long has your organization been serving families? \_\_\_\_\_

What is your organization's mission? \_\_\_\_\_

What are the core values of your organization? \_\_\_\_\_

What are the core goals of your organization? \_\_\_\_\_

What is the greatest strength of your programs? \_\_\_\_\_

What indoor space does your program require to be effective? \_\_\_\_\_

Have you ever shared program space before? \_\_\_\_\_

#### Section V: Program Evaluation

How will you measure success at the end of the SY2011-2012? \_\_\_\_\_

Define the evaluation tools and approach to assess whether you have met identified benchmarks and goals. \_\_\_\_\_

Please provide a short narrative that includes specific information on how you gather and use parent/caregiver input and other evaluation information to improve your program. Also, please attach any surveys, descriptions or pre- and post-tests, and any additional evaluation tools that you use if available.

#### Section VI: Administrative Information

What measures do you have in place to ensure safety of parent/caregiver personal information?  
\_\_\_\_\_

In what ways do you screen volunteers? \_\_\_\_\_

*\*\* DCPS requires that all volunteers and non-DCPS staff be fingerprinted and undergo a background check at DCPS headquarters. In addition, they have to take a TB test. Please, visit [www.dcps.dc.gov](http://www.dcps.dc.gov) for additional information).*

#### Attachments

Please attach 2-3 resumes of your front-line staff members (those who regularly work with parents/caregivers regularly) and job descriptions for each of those positions.

Please submit your organization's:

- Current and next fiscal year's projected annual operating budget showing income and expenses. List funding sources indicating status of funds as received, committed or projected.
- Cash flow statement for current fiscal year

Please provide a Certificate of Insurance that demonstrates your ability to serve families at least through the time period of RFP.

Please provide a short narrative that includes specific information on how you gather and use parent/caregiver input and other evaluation information to improve your program. Also, please attach any surveys, descriptions or pre- and post-tests, and any additional evaluation tools that you use if available.

Please provide two references of participants or observers of your programs and a reference from one principal.

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You may attach any other materials that you think will help us to better understand the work of your organization.